

# MAYOR & COUNCIL AGENDA COVER SHEET

**MEETING DATE:**

December 11, 2006

**CALL TO PODIUM:**

Denise Kayser  
J Persensky

**RESPONSIBLE STAFF:**

Denise Kayser

**AGENDA ITEM:**

(please check one)

<input checked="" type="checkbox"/>	Presentation
<input type="checkbox"/>	Proclamation/Certificate
<input type="checkbox"/>	Appointment
<input type="checkbox"/>	Public Hearing
<input type="checkbox"/>	Historic District
<input type="checkbox"/>	Consent Item
<input type="checkbox"/>	Ordinance
<input type="checkbox"/>	Resolution
<input type="checkbox"/>	Policy Discussion
<input type="checkbox"/>	Work Session Discussion Item
<input type="checkbox"/>	Other:

**PUBLIC HEARING HISTORY:**

(Please complete this section if agenda item is a public hearing)

Introduced	
Advertised	
Hearing Date	
Record Held Open	
Policy Discussion	

**TITLE:**

Presentation of the Cultural Arts Advisory Committee's "Cultural Arts Programs, Facilities, and Initiatives Plan," Followed by Selected Cultural Arts Updates

**SUPPORTING BACKGROUND:**

The Gaithersburg Cultural Arts Advisory Committee (GCAAC) was appointed by the Mayor and City Council to serve as their arts advisory body and to work with City staff to provide direction on cultural arts program development.

It is the charge of this committee to:

- Develop and periodically update a long-range plan for the cultural arts in Gaithersburg.
- Serve as arts advocates by developing (with staff support) presentations, letters, or other communications with Mayor and City Council, county or state arts councils, agencies or officials to advocate or oppose studies, plans, budgets and/or legislation that benefit or are a detriment to the City with respect to the cultural arts.
- Support and develop opportunities for the artists and arts patrons in our community.
- Evaluate current and future cultural arts programs and/or facilities to determine if they meet the needs of our residents, are consistent with the GCAAC mission and charge, and fulfill the goals and objectives of the cultural arts plan.
- Seek sponsorship opportunities.

Over a period of several years, the Gaithersburg Cultural Arts Advisory Committee held work sessions, sought input from the Art in Public Places Committee, conducted a variety of surveys, held public forums, formal and informal meetings with partners, artists, arts organizations, and arts patrons. Using the information gathered from these sources, the Gaithersburg Cultural Arts Advisory Committee developed the "Cultural Arts Programs, Facilities, and Initiatives Plan," a long-range plan for the cultural arts in Gaithersburg.

**DESIRED OUTCOME:**

Receive Briefing on the Gaithersburg Cultural Arts Advisory Committee's "Cultural Arts Programs, Facilities, and Initiatives Plan."



**CULTURAL ARTS**

**PROGRAMS, FACILITIES,  
AND INITIATIVES PLAN**

**FOR THE 21<sup>st</sup> CENTURY**

## **ACKNOWLEDGEMENTS**

### **CITY OFFICIALS**

#### **Mayor**

Sidney A. Katz

#### **City Council Members**

Stanley J. Alster

Geraldine E. Edens

Henry F. Marraffa, Jr.

John B. Schlichting

Michael A. Sesma

#### **City Manager**

David B. Humpton

### **CULTURAL ARTS ADVISORY COMMITTEE**

J. Persensky, President

Dee Aronson

Tony Glander, Arts Barn Liaison

Neal Herron

Nannette Horan, Art in Public Places Committee Liaison

Michael Griffin Kane

Blanche Keller

Beverle Kowalchick, Community Chorus Liaison

Marion Perry

### **STAFF**

#### ***Cultural Arts Director***

Denise Kayser

The City of Gaithersburg and the Gaithersburg Cultural Arts Advisory Committee gratefully acknowledges the many individuals, organizations, and committees who so generously contributed their time and efforts towards the development of this document.

**CITY OF GAITHERSBURG**  
**CULTURAL ARTS ADVISORY COMMITTEE**

**MISSION STATEMENT**

To enhance the quality of life in Gaithersburg by  
promoting a cultural, social, and economic climate in which  
artistic expression and creative excellence can flourish  
and be developed to their fullest potential.

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## I. EXECUTIVE SUMMARY

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The arts bring people together, connecting them through concerts, festivals, arts centers, theaters, galleries, public art, and museums, as well as in schools, libraries, and community centers. When a community fosters artistic excellence, it enhances its members' ability to achieve academically, grow intellectually, and interact socially. The arts give us hope and vision for the future, help us to interpret the present, and allow us to comprehend and preserve our past. The arts enable us to freely pursue creative expressions that are as varied and diverse as the people who comprise our community and our nation.

In recognition of the enormous impact and lasting value the arts provide to our community, the City of Gaithersburg formed the Cultural Arts Advisory Committee (GCAAC) and charged its members to develop and periodically update a comprehensive long-range plan for the cultural arts in Gaithersburg (*Cultural Arts Programs, Facilities, and Initiatives Plan*) and serve as advocates for this plan.

The City's overall *Strategic Direction Plan* and the *Parks, Recreation and Open Space Plan for the 21<sup>st</sup> Century* serve as guides for making decisions to insure that the leisure, fitness, cultural, and other quality of life needs of the citizens of Gaithersburg will be met. As an outgrowth of these broader plans, this *Cultural Arts Programs, Facilities, and Initiatives Plan* provides the vision and establishes the goals and objectives to insure a vital and diverse cultural arts program for the enrichment of our community.

Over a period of several years, this *Cultural Arts Programs, Facilities, and Initiatives Plan* was developed through the efforts of the Gaithersburg Cultural Arts Advisory Committee, input from the Art in Public Places Committee, comprehensive public surveys, event and facility surveys, public forums, formal and informal meetings with partners, artists, arts organizations, and arts patrons.

The GCAAC studied, evaluated, and considered the City's diverse demographics; the general influence and the value the arts bring to our community; the needs of the artists and arts organizations; the importance and impact the arts have on education, social and emotional health; the contributions the arts make to the strength of our economy; and the requests, needs, and desires expressed by the residents of the community for cultural arts programs, facilities, and initiatives.

With the aforementioned input, research, and consideration, GCAAC developed a set of goals to assure that the efforts of the City of Gaithersburg in cultural arts programs, facilities, and initiatives will serve to enhance the quality of life in our city and afford the members of our community opportunities that will enrich their daily lives. In support of these broad, over-arching goals, the committee developed desired objectives and specific strategic actions to be taken in order to achieve those goals.

It is anticipated that implementation of this plan will occur over a ten-year period, but may take longer based on the availability of funds and continued community support. Alternative funding sources will be sought wherever possible to reduce the burden on the City to fully fund these recommendations.

The plan will be reviewed annually, priority projects identified, and an implementation plan incorporated into the annual budget process for Mayor and Council approval.

## **II. BACKGROUND FOR THE PLAN**

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### **A. HISTORICAL PERSPECTIVE**

#### **History of the Council for the Arts**

The Mayor and City Council established the Council for the Arts on September 18, 1989 by Resolution R-74-89, as a result of a recommendation from the Cultural Affairs Task Force formed on October 3, 1988 by Resolution R-88-88. The Council for the Arts served as a volunteer committee of residents, with the City's Cultural Arts Director serving as the staff liaison. With guidance from the Council for the Arts, the City formally embarked on its mission to promote a cultural, social, and economic climate in which artistic expression and creative excellence can flourish.

#### **History of the Gaithersburg Cultural Arts Advisory Committee**

The Gaithersburg Council for the Arts was instrumental in the development of the cultural arts programs enjoyed today. Since the Council's inception in 1989, the City's arts programs have grown to include the City Hall Concert Pavilion, Art in Public Places program, the Arts Barn and more.

As the cultural arts programs and services grew, so did the demands placed on committee members. Consequently the structure of the arts council's operation, mission and objectives were evaluated. With a desire to further enhance the quality of arts opportunities made available to our City's residents, the Arts Council was abolished and by Resolution R-76-01 and appointment by the Mayor and Council, the Gaithersburg Cultural Arts Advisory Committee (GCAAC) was established on August 6, 2001.

This new committee, comprised of representatives of the Gaithersburg community, serves as leaders and advocates for cultural arts programs and facilities. The Gaithersburg Cultural Arts Advisory Committee operates as an arts advisory body to the Mayor and Council and works with City staff to provide direction on cultural arts program development. It is the charge of this committee to:

- Develop and periodically update a long-range plan for the cultural arts in Gaithersburg.
- Serve as arts advocates by developing (with staff support) presentations, letters, or other communications with Mayor and City Council, county or state arts councils, agencies or officials to advocate or oppose studies, plans, budgets and/or legislation that benefit or are a detriment to the City with respect to the cultural arts.
- Support and develop opportunities for the artists and arts patrons in our community.
- Evaluate current and future cultural arts programs and/or facilities to determine if they meet the needs of our residents, are consistent with the GCAAC mission and charge, and fulfill the goals and objectives of the cultural arts plan.
- Seek sponsorship opportunities.

#### **History of the Gaithersburg Arts Programs, Art in Public Places, and Facilities**

Over a period of several years, the Gaithersburg Council for the Arts, and then the Gaithersburg Cultural Arts Advisory Committee, have developed and updated this document. An initial set of Goals and Objectives was identified by the Council for the Arts in 1999. Since then, the Cultural Arts Advisory Committee has continued the effort through work sessions, input from the Art in Public Places Committee, conducting comprehensive surveys, event and facility surveys, public forums, formal and informal meetings with partners, artists, arts organizations, and arts patrons.

**The Early Years (1990 – 1997):** In 1990, the City launched its inaugural year of arts programs with an arts festival and art exhibits at City Hall. Over the next several years, highlights of the City's arts

programs included performances presented in local high school auditoriums by performers such as the *Boy's Choir of Harlem*, the Alvin Ailey Repertory Ensemble, *Tom Chappin*, and *Sweet Honey in the Rock*. (Please see Appendix for more information.)

The Gaithersburg Community Chorus was formed in 1987. This chorus continues today with a membership of over 60 participants. The Community Chorus performs several free concerts a year and has represented the City of Gaithersburg at venues including the Labor Day Parade and the annual tree lighting ceremony.

Visual art exhibits continued at City Hall Gallery and in 1994 the Kentlands Mansion opened, offering additional exhibition space. In 1995 the City began to provide an annual exhibit at the Maryland House of Delegates, Montgomery County Delegates Corridor, in Annapolis during the months the House is in session.

**The Current Phase (1998 – 2006):** In the summer of 1998, the Mayor and Council of the City appointed the first members of the Art in Public Places Committee. With this committee, City staff members identify potential sites for installations of public art and work in conjunction with the Department of Planning and Code Administration, the site's developer and/or the surrounding community to select the artist and the artwork that is most appropriate for that site.

The projects of the Art in Public Places Program are funded by the Capitol Improvement Project process of the City budget or by developers as part of the site plan approval process. Since its inception, the Art in Public Places Committee has facilitated the installation of over a dozen works of public art. (Please see Appendix for more information.)

Another significant addition to the arts in Gaithersburg occurred in 1998 with the opening of the City Hall Concert Pavilion. The Concert Pavilion is a charming outdoor stage in historic Olde Towne and serves as the venue for an abundance of artistically excellent, diverse, and free programs for the community. The season includes a weekend of Shakespeare in the Park, concerts and family shows throughout the summer.

May 27, 2002 marked the opening of the Arts Barn, a cultural arts center in a retrofitted, historic barn in the Kentland's section of Gaithersburg. The Arts Barn's first floor features an exhibition gallery, artists in residence studios, a shop that offers for purchase original works of art and fine craft, and a studio for classes, workshops, drop-in studio hours and lectures. The second floor houses an intimate, state-of-the-art theatre with 99 fixed-tiered seats.

The Arts Barn theatre houses a full and active season of theatrical performances as part of a partnership program with area community and professional theatre companies. Additionally, children's theater, visual and performing arts classes and camps play a significant role at the Arts Barn. An active volunteer program at the Arts Barn allows members of the community to be involved with this facility by working in the shop or concessions, serving as ushers for performances, and more.

At the request of Gaithersburg Historic Association, the volunteer organization that had established and operated the Community Museum in Olde Towne for many years, the City's Cultural Arts Division assumed responsibility for the daily operations of the Community Museum on July 1, 2004. The Community Museum is located in the restored 1884 B&O Railroad Station complex. The Museum features educational exhibits and programs designed to spark visitors' interest and imagination in our City's history. The Museum comprises the historic Freight House, the History Park and the rolling stock, or historic trains of the Gaithersburg Railway Museum. An active docent program affords community members the opportunity to be involved in preserving and interpreting the history of Gaithersburg



through Museum programs, assisting with the design and installation of exhibits, cataloguing collections, and more.

## **B. THE COMMUNITY WE SERVE**

### **Demographics**

The City of Gaithersburg occupies 10 square miles in the heart of Montgomery County, Maryland, just 18.5 miles from the U.S. Capitol Building.

Gaithersburg is home to a diverse and active community of well over 60,000 residents. Major economic activities are biotechnology, telecommunications, and software development. Many of these activities are related to Federal Government contracts. Because of Gaithersburg's proximity to the Nation's Capital and these major industries, the City hosts many visitors, both foreign and domestic.

In consideration of the City's diverse community, wide arrays of arts programs are offered that reflect and celebrate the richness of our cultural diversity. City staff and the Cultural Arts Advisory Committee regularly conduct evaluations of our programs to assure that we are meeting the cultural needs of our community.

### **Artists and Arts Organizations We Serve**

Through its Cultural Arts Division, the City provides its residents with a variety of enriching arts events and develops new arts audiences through educational experiences. With equal prominence, the City's Cultural Arts Division provides artists and arts organizations with a cultural environment and valued opportunities that enables them to grow creatively, economically, and allows them to develop to their fullest potential.

The City's Cultural Arts Division works with area visual artists and arts organizations to meet their varied needs. The City's galleries and Museum Shop provide expansive and varied spaces for hundreds of artists to exhibit and sell their work. Open studio time, resident artist studios, classes, workshops, demonstrations, and lectures provide additional opportunities, as does the City's public art program.

A wide range of performing and literary arts classes, workshops, demonstrations, lectures, and other opportunities are offered throughout the year for aspiring and established artists.

A key mission of the Arts Barn Theatre is to provide area community and professional theatre companies with an affordable and technically excellent performance space. Through our Performance Partnership Program, the City and theatre companies share expenses and profits. These partnerships enable the City to provide a home, and in some cases, an incubator space, for area theatre companies.

The Cultural Arts Division holds an annual audition, or showcase, for performing artists; Local Entertainer's Auditions and Presentations (LEAP). The auditions provide an opportunity to discover and hire aspiring and up-and-coming artists to perform on our outdoor Concert Pavilion, at our festivals and other events. Arts and special events presenters throughout Gaithersburg, Montgomery and neighboring counties are invited to attend these sessions, thereby providing the artists with the potential for many other performance opportunities.

In partnership with the Kentlands Community Foundation, the annual Young Artist Award, Competition and Concert (YAA) began in 2004, and continues to expand in scope and prestige. YAA provides young

instrumental and vocal musicians with a traditional, structured competition experience, awarding prizes and a concert performance for winning applicants.

In 2005, the Gaithersburg Arts and Monuments Funding Corporation, a 501(c)3, non-profit organization was established by the City to serve as a fund raising vehicle to support arts efforts in the City of Gaithersburg. Artists and arts organizations may apply to become a Program or Project of this organization, thereby providing them with a myriad of support opportunities.

The City's arts initiatives; educational, economic, and networking programs and opportunities; partnerships; grant writing support; and other services are a central focus of the Cultural Arts Division available to artists and arts organizations. These efforts are regularly evaluated and revised to assure that the needs of our area artists are met.

## **C. THE ARTS AND ECONOMIC DEVELOPMENT IN GAITHERSBURG**

Arts are often overlooked in discussions about the economy. When people discuss economic growth, pictures of big businesses come to mind, not theater groups, art galleries and festivals. Yet, many community leaders nationwide have come to realize that arts and culture play a vital role in the local economy. Not only do the arts draw thousands of people to an area, they also pump millions of dollars into the local economy.

The arts and cultural life of a region are principal determinants of quality of life, which is widely recognized as a critical factor in location decision-making for new workers and companies. As such, investment in the arts may be among the most innovative workforce development tools at the disposal of communities.

According to a National Governors Association - Center for Best Practices 2001 report, titled *The Role of the Arts in Economic Development*: "The non-profit arts industry, with \$36.8 billion in annual revenue, is a potent force in economic development nationwide. States and communities have integrated the arts into their economic development arsenal to achieve a wide range of direct and indirect economic goals. Arts programs have served as components of high-impact economic development programs by assisting state and local government in:

- Leveraging human capital and cultural resources to generate economic vitality in under-performing regions through tourism, crafts, and cultural attractions;
- Restoring and revitalizing communities by serving as a centerpiece for downtown redevelopment and cultural renewal;
- Creating vibrant public spaces integrated with natural amenities, resulting in improved urban quality of life, expanded business and tax revenue base, and positive regional and community image; and
- Contributing to a region's "innovation habitat" by simultaneously improving regional quality of life -- making communities more attractive to highly desirable, knowledge-based employees -- and permitting new forms of knowledge-intensive production to flourish."

A 2002 publication from the Americans for the Arts titled, *Arts & Economic Prosperity: The Economic Impact of Nonprofit Arts Organizations and Their Audiences* states that America's nonprofit arts industry generates \$134 billion in economic activity every year. The \$134 billion in total economic activity generates:

- \$4.85 million full-time equivalent jobs
- \$89.4 billion in household income

- \$6.6 billion in local government tax revenues
- \$7.3 billion in state government tax revenues
- \$10.5 billion in federal income tax revenues

The City of Gaithersburg recognizes that the arts are a potent force in its economic life and has an important role as a direct and indirect contributor to the economy. Thriving cultural life generates income, jobs, and tax revenue, and creates visibility for a community. The strong ties between the Arts and Economic Development are recognized by:

- Encouraging collaboration to create a more integrated approach to public investment.
- Using the arts to continually improve quality of life and the creativity of the business environment; recognizing the needs of the present workforce as well as attracting new workers.
- Working to eliminate stereotypical views of the arts and introduce them as a tool for economic development plans by highlighting their contributions to the economy.

#### **D. THE VITAL ROLE OF THE ARTS IN EDUCATION AND SOCIAL HEALTH**

The arts can act as an instructional and motivational tool in a person's development and in the development of society as a whole. Whether the art appears as a dynamic and vibrant interaction of color, a harmonious chord strummed on the strings of a guitar, or a playful rhyme of words, we are all drawn to the magic inherent in the creative world.

The world of art is all around us, from the concert halls, to the design of the latest kitchen appliance. This draw can be used as a powerful means of reaching and fully engaging a person's intellect, serving as an educational tool for young people, and assisting people of all ages in developing creative thinking, problem solving, and communication skills. Involvement in the arts is a proven avenue by which at-risk youth can acquire various competencies necessary to become economically self-sufficient, for diagnosing and treating mental illness, and for increasing standardized test scores.

***The National Governor's Association published a document on The Impact of Arts Education on Workforce Preparation, which states:***

*.....The arts can provide effective learning opportunities to the general student population, yielding increased academic performance, reduced absenteeism, and better skill building. An even more compelling advantage is the striking success of arts-based education programs among disadvantaged populations, especially at-risk and incarcerated youth.*

#### ***How Can Music Help My Child? National Standards for Arts Education***

*The College Entrance Examination Board reports that students of the arts continue to outperform their non-arts peers on the SAT. In 1993, SAT takers with coursework/experience in music performance scored 45 points higher on the verbal portion of the test and 32 points higher on the math portion than students with no arts coursework.*

*"There is ample evidence that the arts help students develop the attitudes, characteristics, and intellectual skills required to participate effectively in today's society and economy. The arts teach self-discipline, reinforce self-esteem, and foster the thinking skills and creativity so valued in the workplace. They teach the importance of teamwork and cooperation. They demonstrate the direct connection between study, hard work, and high level achievement."*

When the arts are a part of our daily lives and the fabric of our community, then our lives are richer, more productive, and our community more centered on the value of human intellect and the quality of life.

### III. GOALS

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The following goals have been developed to assure that the efforts of the City of Gaithersburg in cultural arts programs, facilities, and initiatives will serve to enhance the quality of life in our city and afford the members of our community with opportunities that will enrich their daily lives. Therefore the goals of the City of Gaithersburg in the cultural arts are:

To create opportunities for lifelong learning in the arts for people of all ages, cultures, and abilities through vibrant, accessible and affordable cultural arts programs;

To celebrate the richness of our community's heritage as part of our contemporary identity;

To advocate excellence in the creation, presentation and preservation of artistic achievement;

To build our cultural arts program into an economic engine for the City; and

To increase awareness and understanding of the central role the arts play in expressing our community's identity and character.

### IV. OBJECTIVES AND STRATEGIC ACTIONS

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In any plan, the key components are the desired objectives and the associated strategic actions that are designed to achieve them. This chapter contains those objectives and/or initiatives, followed by specific, recommended strategic actions to be taken to achieve them.

Alternative funding sources should be sought wherever possible to reduce the burden on the City to fully fund these recommendations. It is anticipated that the Gaithersburg Arts and Monuments Funding Corporation will be an excellent resource in identifying and seeking such funding.

It is anticipated that implementation of this plan will occur over a ten-year period, but may take longer based on the availability of funds and continued community support. The plan will be reviewed annually, priority projects identified, and an implementation plan incorporated into the annual budget process for Mayor and Council approval.

The fundamental goals of the City of Gaithersburg's Arts efforts are to support comprehensive, high quality, community oriented arts programs and to enhance the quality of life in Gaithersburg by promoting a cultural, social, and economic climate in which artistic expression and creative excellence will develop and flourish to their fullest potential. To this end, the following objectives and strategic actions are recommended as a plan of action.

**1. OBJECTIVE: Continue to develop and implement as well as to strengthen the City's programs that support the visual arts and artists in our community.**

**Strategic Actions:**

- Seek the participation of notable regional fine arts curators to assist in the design and installation of exhibits.
- Increase accessibility to exhibitions in the Kentlands Mansion and City Hall.
- Provide affordable opportunities for artist studio space.
- Conduct a study, and if determined feasible, adapt the Kentlands Firehouse as a studio and administrative annex to the Arts Barn.

- Work with the Artists-in-Residence at the Arts Barn to foster an artist group so as to offer a nurturing and supportive network and environment for artists' creative and professional development.
  - Present an annual juried show of the "best artwork of our community." Conduct this exhibit in a manner so it becomes one of the most prestigious art events in the mid-Atlantic region.
  - Initiate a city-wide, monthly open studio and gallery night.
- 2. OBJECTIVE: Continue to develop and implement performing arts programs at City arts facilities and public venues that support the performing arts and artists in our community.**
- Strategic Actions:**
- Seek quality regional artists to perform at City arts and arts related events. Use tools such as LEAP, the City's audition process to actively assist in this effort.
  - Establish a performing arts center with at least 300 to 500 seats in Olde Towne (or other suitable area of the City).
  - Increase the scope and opportunities for performance partnerships with area theaters, musicians, and entertainers at the Arts Barn.
  - Upgrade the City Hall Concert Pavilion to include restrooms, dressing rooms, acoustical baffles for sound control, and other amenities.
  - Increase the scope and prestige of our Young Artist Award, Competition and Concert.
  - Host "festivals" that focus on a single aspect or area of the performing arts such as a one-act play festival of work by local playwrights, Afro-Cuban Jazz festival, or Classical Spanish Guitarists.
  - Establish new City programs such as a chamber orchestra, string ensemble, master chorus, youth orchestra, and other similar entities.
- 3. OBJECTIVE: Continue to develop and implement literary arts programs such as Book Clubs, Writer's Club and more that promote literary arts and artists.**
- Strategic Actions:**
- Re-establish the Ed Bohrer Writer's Award for Gaithersburg students and promote a high public profile of the competition and award.
  - Create an annual Literary Arts Review that publishes the work of area writers and poets.
  - Increase the focus of our efforts to foster the literary needs and interests of our community's children.
  - Establish a reader's series in which professional writers are invited to lecture and give readings of their work.
- 4. OBJECTIVE: Continue to develop the Art in Public Places program, a program that contributes significantly to our community's identity by providing distinctive landmarks and symbols.**
- Strategic Actions:**
- Seek additional projects funded by developers as part of the site plan approval process.
  - Select sites for public art installations should be visible, accessible, and within the City of Gaithersburg corporate limits.
  - Establish one or more Arts Walks, sculpture oriented gardens that feature permanent and temporary exhibits of public art.
  - Establish public art programs that garner community involvement, focusing initially on mural projects in Olde Towne and "Branching Out in Gaithersburg," a city-wide temporary art installation of artist painted fiberglass trees.
  - Solicit opportunities to incorporate public art into developing or redeveloping community projects, particularly within the planning stages of those projects.

- Seek opportunities to form strong partnerships with other jurisdictions or private companies that could result in a new or expanded public art project.
- Pursue potential projects that will facilitate financial and other support from the private and/or public sector for public art. Work with the Gaithersburg Arts and Monuments Funding Corporation to identify, promote, and financially support public art projects.

**5. OBJECTIVE: Continue to develop and strengthen our efforts to promote our City's cultural, commercial, and political history.**

**Strategic Actions:**

- Use the Community Museum Complex (Museum, Rolling Stock, and History Park) to present interpretive and interactive programs and exhibits.
- Restore and develop the Rolling Stock so as to provide Museum patrons with a rich and rewarding experience.
- Renovate the Freight House and interior of the rolling stock to provide expanded, quality exhibit space.
- Use the distinctive role of the Gaithersburg Museum Consortium's museums to portray our City's history, focusing on the development of exhibits that feature our community's cultural diversity.
- Develop our Civil War Heritage as a featured historic aspect of our community's identity and as a historic point of interest and destination.

**6. OBJECTIVE: Encourage participation of local ethnic community groups in the City's arts programs.**

**Strategic Actions:**

- Use the rich and varied arts from the many cultures of our diverse community to celebrate our multi-ethnic heritage, particularly in the historic district of Olde Towne.
- Develop a communication network with our diverse community through contacts with ethnic businesses, civic organizations, restaurants, and other associations.
- Expand the variety of what we offer while focusing on coordinating the cultural diversity of our community with those programs.
- Work with other area arts presenters to coordinate an area wide event/program that features performances, demonstrations, and/or the sales of the arts of a particular ethnic culture.
- Using the distinctive role of the Gaithersburg Museum Consortium's museums to portray our City's history, focus on developing exhibits and aspects of their permanent collection that feature our community's cultural diversity.

**7. OBJECTIVE: Develop and implement new and innovative arts education programs for interested people of all ages, backgrounds, and levels of experience and expertise in the arts.**

**Strategic Actions:**

- More fully use the talents of the artists the City presents by seeking opportunities for master classes and other learning opportunities following performances and exhibitions.
- Continue, as well as expand our arts workshops, lectures, and classes.
- Increase the scope and awareness of our Young Artists' Award Competition and Concert and subsequent winning performance opportunities and sessions with mentors from the student's area of artistic pursuit.
- Hold "Talent Nights" in the Arts Barn where emerging artists and other talented community members could perform short sets of their work. Evenings could be dedicated to a specific art form such as instrumental or vocal performances or consist of a variety of "acts."

**8. OBJECTIVE: Continue to develop and implement outreach programs and opportunities in the cultural arts.**

**• Strategic Actions:**

- Develop and implement artist oriented trips to museums by including lectures by exhibit or performance specific experts with the trip.
- Utilizing City buses and charter buses, develop and implement trips to museums, theaters, universities, etc. in Washington D.C. and beyond.
- Strengthen and expand the programs of the Museum Consortium member museums with particular emphasis on coordinating their programs with City special events.

**9. OBJECTIVE: Develop and strengthen our comprehensive public relations plan.**

**Strategic Actions:**

- Revitalize our marketing plan, including the promotional plan, public surveys, focus groups, and public forums.
- Develop programs that target a specific segment of our population.
- Continue to generate at least one major feature article on the Gaithersburg Cultural Arts biannually in local print or broadcast media.
- Continue to generate news releases and media alerts on a regular basis.
- Produce a regular program on the arts in Gaithersburg on City Cable station.
- Increase public awareness of the Art in Public Places projects and programs.
- Increase the awareness in the arts community of the City's arts programs by expanding networking avenues, establishing a web presence targeting the art community, promoting our programs in trade journals and newsletters, and hosting arts events for artists in our City's arts facilities.
- Increase public awareness of the value of the arts in education and of the totality of the educational impact the arts has on the education of our youth.
- Increase public awareness of the positive impact the arts has on the economy.
- Expand the scope of area arts presenters invited to LEAP (Local Entertainer's Auditions and Presentations), our annual auditions.

**10. OBJECTIVE: Expand and promote funding/sponsorship opportunities to assist in securing the resources necessary to present and advance arts programs and facilities.**

- Develop a membership program for the arts; Gaithersburg Arts Alliance.
- Actively promote the multi-layered sponsorship program at the Arts Barn and seek continued sponsorships for the Concert Pavilion and other programs.
- Conduct sponsor appreciation events that celebrate our sponsor's support (i.e., VIP receptions proceeding or following performances with "meet the artist(s)" opportunities, gala receptions/toasts that commemorate sponsor's contributions).
- Work with the Gaithersburg Arts and Monuments Funding Corporation to identify, promote, and financially support cultural arts programs, projects, initiatives, and facilities.

**11. OBJECTIVE: Develop and implement initiatives to increase awareness of how the arts enhance learning in all subject areas, teach job skills, deter juvenile crime and strengthen family relationships.**

**Strategic Actions:**

- Request Capital Improvement Project funding towards the purchase and operate an Arts Mobile to service the children in our underserved areas.
- Strengthen a network of contacts within our schools to encourage the administration and parents to foster student interest in the arts. Some means of encouragement could include: bringing arts events into the schools, hosting professional artists-in-residence in

the schools, encouraging student participation in the arts, and celebrating student artistic accomplishments.

**12. OBJECTIVE: Increase awareness and encourage the participation of other organizations and businesses to effectively promote the arts in our community and to market our programs as a valued product of the City.**

**Strategic Actions:**

- Work with area employers to include City arts program and facility information in new employee orientation packets, use tickets and discount coupons for arts events as part of their employee incentive programs, and make available tickets at group rates to their employees.
- Build relations with area businesses that encourage them to publicly display City arts information (i.e., brochures, posters, fliers, class information and more).
- Continue to work with other arts presenters, arts funding organizations, and other arts organizations to maximize resources and marketing opportunities.

**13. OBJECTIVE: Encourage the City to include the Arts in all City planning and economic development initiatives.**

**Strategic Actions:**

- Advocate for the designation of Olde Towne as a Cultural Arts District.
- Build partnerships with area businesses that couple their activities with the arts (i.e., “Dinner and a Show,” a discounted package with participating restaurants and events at the Arts Barn)

## **V. CURRENT STATUS OF THE ARTS IN GAITHERSBURG**

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### **A. EXISTING ARTS PROGRAMS, FACILITIES AND VENUES**

#### **GAITHERSBURG ARTS BARN**

The historic barn at the Kentlands is the home of the Gaithersburg Arts Barn, a Cultural Arts Center. The Arts Barn’s first floor features an exhibition gallery, artists in residence studios, a museum shop, and a studio for classes, workshops, drop-in studio hours and lectures. The second floor houses an intimate, state-of-the art theater with 99 fixed-tiered seats.

#### **THEATRE PROGRAM**

The theatre program at the Arts Barn offers a comprehensive array of productions ranging from the faithful favorites, to cutting edge new plays, to musical productions, children theatre, and one act play festivals. Through our Performance Partnership Program, the City and theatre companies share expenses and profits. These partnerships enable the City to provide a home, and in some cases, an incubator space, for area theatre companies.

#### **CITY HALL CONCERT PAVILION**

The City of Gaithersburg opened the City Hall Concert Pavilion in the spring of 1998. The Pavilion’s free season of music and entertainment is presented several days of the week throughout the summer.

#### **THE GAITHERSBURG COMMUNITY MUSEUM**

The City of Gaithersburg’s Community Museum is located in the restored 1884 B&O Railroad Station complex, placed on the National Register of Historic Places in 1978. The Museum features educational exhibits and programs designed to spark visitors’ interest and imagination in our City’s history.



The Community Museum comprises the historic Freight House, the History Park and the rolling stock (historic, full size steam locomotive and train cars). Permanent and rotating exhibits, educational programs, tours, genealogical and other research opportunities are some of the museum's programs.

### **ART IN PUBLIC PLACES**

It is the mission of the Art in Public Places Program (AIPP) to foster vitality through the arts in developing and redeveloping areas in the City of Gaithersburg. The Art in Public Places Program seeks to promote the arts and educate the public. By developing public works of art throughout the City, the Art in Public Places Program works to create a sense of place and pride for the Gaithersburg community.

### **SHAKESPEARE IN THE PARK**

A weekend of Shakespeare, performed by a professional Shakespearean theatre company, is provided every summer at no charge to the public at City Hall Concert Pavilion. These popular outdoor productions are often followed at a later date by workshops.

### **VISUAL ARTS EXHIBITS**

The City of Gaithersburg seeks to promote artistic expression and creative excellence from artists in all media. In its dedication to encourage and promote locally, nationally, and internationally produced art, the City of Gaithersburg invites artists, art organizations, and art students to apply to exhibit in the City's Galleries. All exhibits and receptions are free and open to the public.

An annual "Call to Artists" is issued and a panel of jurors selects the artists whose work is exhibited in the City's galleries. The City's galleries are located in the Kentlands Mansion, City Hall, the Activity Center at Bohrer Park, the Arts Barn and one annual exhibit in the Montgomery County corridor of the House of Delegates in Annapolis.

### **MUSEUM CONSORTIUM**

The Gaithersburg Museum Consortium is dedicated to the effort of implementing their Strategic Plan to coordinate and embellish museum efforts and to trigger cooperative efforts among the existing small museums in Olde Towne with a goal towards increasing their collective visibility and attendance as an attraction to the City's original mercantile district.

### **THE GAITHERSBURG COMMUNITY CHORUS**

Participation in this chorus is open to the entire community. Members pride themselves in providing outstanding quality concerts for the Gaithersburg community. Under the professional leadership of the director and accompanist, the chorus enjoys the challenge of learning various types of music and continues to expand their repertoire, which includes classical, opera, Broadway, pop, and patriotic. They have sung in French, German, Hebrew, Latin, Spanish, and Yiddish.

### **YOUNG ARTIST AWARD COMPETITION AND CONCERT**

The City of Gaithersburg and the Kentlands Community Foundation hold an annual Young Artists Award, a juried competition culminating in a concert for the top prize winners. The Young Artists Award provides young instrumental and vocal musicians with an enriching artistic experience and resume building opportunity.

### **ART TRIPS**

Not only does Gaithersburg seek to bring the arts to our City but it brings Gaithersburg to the arts with planned trips to New York, Philadelphia, Washington D.C., and other culturally vital cities to attend the arts programs available in those cities. Participants travel in chartered buses and enjoy door to door service.

### **L.E.A.P. - LOCAL ENTERTAINERS AUDITIONS AND PRESENTATIONS**

LEAP provides up and coming new artists in our community with the opportunity to audition to perform in City arts and special events as well as events throughout the region. Regional arts presenters are invited to attend this all day event in which artists perform 10-minute segments of their acts on the stage at the Gaithersburg Arts Barn.

### **ART AND CRAFT VENDOR PERMIT PROGRAM**

This program provides our community with the opportunity to experience an old fashion town market. Permitted artists and craft vendors may sell their work at our Farmer's Market at the Main Street Park in the Kentlands, the City Hall Concert Pavilion events, and Olde Towne Park. Participating vendors may set up and sell their work from May 1 through the end of December.

## **B. PARTNERSHIPS WITH OTHER ARTS ORGANIZATIONS**

The Performance Partnership Program provides area community and professional theatre companies with an affordable and technically excellent performance space. Through this Program, the City and theatre companies share expenses and profits enabling the City to provide a home, and in some cases, an incubator space, for area theatre companies.

Through the Arts Education Partnership Program, a wide range of visual, performing, and literary arts classes, workshops, demonstrations, lectures, and other opportunities are offered throughout the year for aspiring and established artists. The City organizes and administers the educational programs, and shares class registration fees with the educators.

In order to provide the City with the cost saving opportunity of block booking performers with other area arts presenters, affiliations are maintained with other municipal, county, and state arts organizations.

Partnerships with other area visual arts organizations include the Gaithersburg Fine Arts Association, Germantown Art League, Maryland Printmakers, Potomac Watercolor Society, and other organizations. Through these associations we provide exhibits and opportunities of interest to visual artists and arts enthusiasts.

To promote and facilitate arts advocacy and strategic planning in our arts programs and facilities, the City fosters strong relationships with the Montgomery County Arts Council, the Maryland State Arts Council and other similar organizations.

## **C. CITIZEN / AUDIENCE PARTICIPATION**

The City of Gaithersburg is dedicated to providing a wide array of excellent arts opportunities to artists and arts patrons in our community, as well as to develop the talents and interests of new artists and arts patrons. In consideration of our City's diverse community, we strive to provide arts programs that reflect and celebrate the richness of our cultural diversity.

The City's Cultural Arts Division continually surveys participants and evaluates programs so as to stay current with the needs of a diverse and growing audience. The Cultural Arts Advisory Committee and City staff members conduct public forums and solicit public opinions at City arts events and facilities. Arts committees, volunteers, and partners provide excellent insights into the needs of arts community, and the community in general, and assist in monitoring the success of the City's efforts in the arts. Through marketing strategies and the analysis of trends, the City designs and markets programs so as to retain existing patrons, and develop new audiences.

When the City launched its arts program with an Arts Festival and three art exhibits in 1990, the total annual attendance to all arts programs was 1,200. With the conclusion of fiscal year 2006, the total attendance to City arts programs was 72,500.

## **VI. GCAAC WISH LIST FOR THE CULTURAL ART PLAN:**

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### **VISUAL ARTS / EXHIBITS**

- Seek the participation of notable regional fine arts curators to assist in the design and installation of exhibits.
- Provide affordable opportunities for artist studio space.
- Present an annual juried show of the “best artwork of our community.”

### **PERFORMING ARTS**

- Increase the scope and opportunities for performance partnerships with area theaters, musicians, and entertainers at the Arts Barn.
- Host “festivals” that focus on a single aspect or area of the performing arts such as a one-act play festival of work by local playwrights, Afro-Cuban Jazz festival, or Classical Spanish Guitarists.
- Establish a Gaithersburg Orchestra – Volunteers – to work with the Community Chorus.

### **COMMUNITY MUSEUM / MUSEUM CONSORTIUM**

- Using the distinctive role of the Gaithersburg Museum Consortium’s museums to portray our City’s history, focus on developing exhibits and aspects of their permanent collection that feature our community’s cultural diversity.
- Develop our Civil War Heritage as a featured historic aspect of our community’s identity and as a historic point of interest / destination.

### **ART EDUCATION**

- Continue, as well as expand our arts workshops, lectures, and classes.
- Increase the scope and prestige of our Young Artists’ Competition and Concert.
- Using our City buses and charter buses, develop and implement trips to museums, theaters, universities, etc. in Washington D.C. and beyond.
- Purchase and operate of an Arts Mobile to service the children in our underserved areas.

### **MARKETING / PROMOTION**

- Develop and strengthen our comprehensive public relations plan.
- Produce regular program on the arts in Gaithersburg on City Cable station.
- Work with the Public Information Office to make the City’s website more easily navigated by the arts and special events patrons and to provide website access to all program applications and registrations.

### **NEW FACILITIES**

- Renovate the Fire Station behind the Arts Barn so as to function as an annex to the Arts Barn. Programs could include artist studios and classes.
- Continue to evaluate the need for a 300 to 1,000 plus seat general purpose performing arts / civic center.

## **PUBLIC ART**

- Create one or more sculpture garden that contains permanent and temporary exhibits of public art.
- Establish a wide array of public art programs that garner community involvement such as mural projects, free standing walls or forms embellished with artist created mosaics, and temporary installations of artist painted fiberglass forms.
- Continue to promote the public arts program in Gaithersburg.

## **CITY PARKS**

- Create a “Walk About” in a City Park to include a public art sculpture garden/walk, Nature Trails, Butterfly Garden, Cherry Trees, Azaleas, Children’s Garden, etc.

## **MISCELLANEOUS**

- Better lighting from Arts Barn to Park area & within the parking area
- Speaker Series
- Reader Series – well know authors and poets
- Folk Sing-a-long
- Ceramic Studio, annex to the Arts Barn in the Firehouse
- Film Series: AFI & MOMA Films – partnerships
- State of Art Presentations
- Live Models Workshops
- Community Studio Space
- National Exhibits
- Arts Related, City sponsored Tours
- Stronger history and humanities efforts
- House Tour – Private Art and Antique Collections (Fund raising)
- Arts Magazine/Publication (bi-annual) – high end
- Arts as an economic engine – Create an Arts and Entertainment District
- New Urbanism Tie-in/Architecture
- Mural Programs – Tour, Tourist Draw
- Train Tours – Murder Mystery, Magic
- Leverage on Train History
- Art and Wine Festival
- Competitions: Gospel, Flamenco, Mariachi, Salsa, etc.
- Present Cirque de Soleil
- Gala Winter Arts Festival
- Parking Structure for the Arts Barn
- Trolley for the Kentlands Community to the Arts Barn
- Public Art in all City parks
- Area between Mansion & the Arts Barn: Artist designed arbor, pavers

## **VI. APPENDICES**

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### **ART IN PUBLIC PLACES PROGRAM AND PROJECTS**

#### **Mission Statement**

The Art In Public Places program (AIPP), a program of the Mayor & City Council of the City of Gaithersburg, commissions artists to produce and integrate public works of art into our urbanizing community. It is the mission of the AIPP program to foster vitality through the arts in developing and redeveloping areas in Gaithersburg. The AIPP program seeks to promote the arts and educate the public. Through developing public works of art throughout the city, the AIPP program works to create a sense of place and pride for the Gaithersburg community.

#### **Project and Site Selection Criteria**

Each Project or site selection should meet most but not necessarily all the following criteria:

- The site is visible, accessible, and within the City of Gaithersburg corporate limits.
- Maintenance of the artwork should be reasonable.
- There is an opportunity to incorporate public art into an existing site thereby enhancing and enriching the quality of life in our community.
- There is community support for a public art installation at that site.
- Public art purchased with funds from the City of Gaithersburg CIP funds must be installed on property owned by the City.
- There is an opportunity to incorporate public art into developing or redeveloping community projects, particularly within the planning stages of those projects.
- There is an opportunity to form a strong partnership with another jurisdiction or private company that could result in a new or expanded public art project.
- The project will facilitate financial and other support from the private and/or public sector for public art.
- A property owner has requested or may be compelled through an amenity package to purchase and install public art on their property. In this case the City's Art in Public Places (AIPP) Committee and City staff involvement will be negotiated with the property owner to include either the City staff and AIPP will administer and/or serve as advisors through the process in a limited capacity or conduct the entire process up to and/or through the point of contract negotiation.

#### **Artist / Artwork Selection Process**

In the selection process established for its AIPP program, the City of Gaithersburg relies on citizen input primarily from appointed members of the Arts in Public Places Committee (AIPP), appropriate City staff, and from outside professional advice. It is the City's hope that the works of art being installed throughout Gaithersburg become familiar and friendly landmarks that contribute to the general sense of belonging and pride Gaithersburg's citizens have in their city.

The validity and success of the AIPP program rests largely with the quality of the process and the people involved in the selection of works of art. In any selection processes, the City relies on the expertise of a panel combining both the AIPP members, City arts staff, citizens and other art professionals.

One of three types of selection processes may be used based on a particular site or situation. A recommendation as to which selection process is most appropriate for a particular project is made by the AIPP committee. Selection process/competition options include:

- **Open Competition:** This is the most widely used and most equitable process, and solicits artist's participation nationwide, with emphasis on regional and emerging artists. The Art in Public Places Committee and staff will involve representatives of neighborhoods benefiting from proposed art projects to participate in the artist selection process at appropriate times along the way.
- **Limited, Invitational Competition:** This particular process might be most appropriate for art projects calling for collaboration between an artist and an architect or landscape architect. This process would tend to be used less frequently than the open competition model. In this process, a limited number of pre-selected artists (identified by the projects artist nomination committee) are selected through an interview process and invited to develop a site-specific solution for a particular project.
- **Direct Invitation:** In this process, if there is a consensus that one artist is particularly well qualified for a project, he or she might be invited directly to submit a proposal and model, thereby bypassing the competition process. This process would be recommended only if the AIPP Committee concur that this is an appropriate selection process.

For each of these selection processes, the reviewing committee members have the opportunity to examine and discuss the merit of each proposal submitted by each artist. Community representatives offer their particular experience as site users, and their own insight to the project. The AIPP program encourages citizen input at every level of evaluation/recommendation throughout the selection process. Many criteria and considerations enter into the final recommendation, and each process allows for flexibility in its implementation.

**CITY OF GAITHERSBURG**  
**Cultural Arts Advisory Committee**

**CULTURAL ARTS**  
**PROGRAMS, FACILITIES,**  
**AND INITIATIVES PLAN**  
***FOR THE 21<sup>st</sup> CENTURY***

# **The Gaithersburg Cultural Arts Advisory Committee**

## **MISSION STATEMENT**

**To enhance the quality of life in Gaithersburg  
by promoting a cultural, social, and economic  
climate in which artistic expression and creative  
excellence can flourish and be developed  
to their fullest potential.**



## **BACKGROUND FOR THE PLAN**

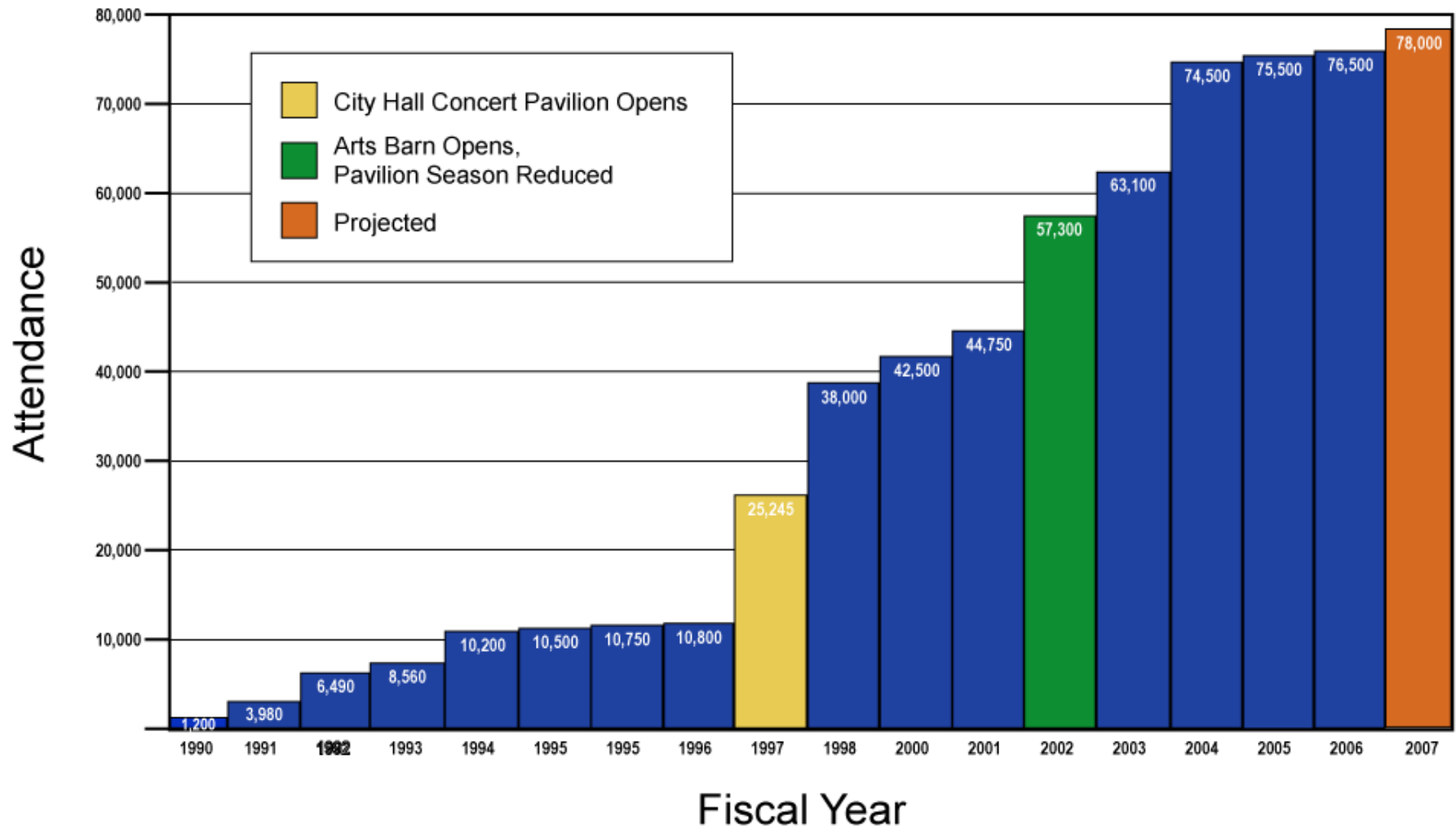
- **The Council for the Arts was formed by a Resolution of the Mayor and City Council on October 2, 1989.**
- **The Arts Council was instrumental in developing the basis for the comprehensive cultural arts programs enjoyed today.**

## **ATTENDANCE**

**When the City launched its arts programs in 1990,  
the total annual attendance was  
1,200.**

**Fifteen years later, at the conclusion of the  
last fiscal year (FY 2006),  
the total attendance was  
72,500.**

# Cultural Arts Programs and Facilities Attendance



## **Historical Perspective**

**To address the needs of the growing art programs, the Arts Council was replaced by the Gaithersburg Cultural Arts Advisory Committee in 2001 and was charged to:**

- Develop a long-range plan for the cultural arts and serve as arts advocates for the plan.**
- Support and develop opportunities for the artists and arts patrons.**
- Evaluate existing and recommend new cultural arts programs and/or facilities.**
- Seek sponsorship opportunities.**

# **THE ARTS IN GAITHERSBURG TODAY**

**The Gaithersburg Arts Barn**

**Theatre Partnership Program**

**City Hall Concert Pavilion**

**Shakespeare In The Park**

**Art In Public Places**

**The Community Museum & Museum Consortium**

**Visual Arts Exhibits**

**The Gaithersburg Community Chorus**

**Young Artist Award, Competition, And Concert**

**Art Trips**

**L.E.A.P. (*Local Entertainers Auditions and Presentations*)**

**Art and Craft Vendor Permit Program**

# City Arts Facilities



# Other Regional Arts Venues

## **BlackRock Center for the Arts:**

**209 Seats, “Black Box” Space, Outdoor Stage,  
Art Gallery**

## **Strathmore Concert Hall/Mansion:**

**1,976 Seats, Art Gallery, 100 Music Room**

## **Olney Theatre:**

**New Theatre 429 Seats, Original Theatre 440  
Seats, “Black Box” Space**

## **F.Scott Fitzgerald Theatre/Rockville Civic Center:**

**450 Seats, Art Gallery**

# **Developing the Cultural Arts Plan**

**The GCAAC researched and evaluated:**

- **The City's diverse demographics.**
- **The needs and desires expressed by the residents of the community.**
- **The needs of our artists and arts organizations.**
- **The contributions the arts make to the strength of our economy.**
- **The positive impact the arts have on education, social and emotional health.**



# **The Arts and Economic Development**

## ***The National Governors Association:***

***Arts programs serve as high-impact components of economic development programs by:***

- Leveraging human capital and cultural resources to generate economic vitality in under-performing regions;*
- Restoring and revitalizing communities by serving as a centerpiece for downtown redevelopment;*
- Creating vibrant public spaces integrated with natural amenities, resulting in improved urban quality of life, expanded business and tax revenue base, and positive regional and community image.*

# **The Arts in Education and Social Health**

## ***The National Governor's Association:***

*The arts can provide effective learning opportunities to the general student population, yielding increased academic performance, reduced absenteeism, and better skill building.*

## ***National Standards for Arts Education:***

*...students of the arts continue to outperform their non-arts peers on the SAT. In 1993, SAT takers with coursework /experience in music performance scored 45 points higher on the verbal portion of the test and 32 points higher on the math portion than students with no arts coursework.*

## **THE PLAN:**

### **Goals, Objectives, and Strategic Actions**

**After carefully evaluating the information gathered from all resources, the GCAAC developed:**

- **5 Program Goals - to assure the City's cultural arts programs, facilities, and initiatives serve to enhance the quality of life in our community.**
- **13 Objectives and Associated Strategic Actions - to achieve the Goals.**

# **GOALS**

- 1. Create opportunities for lifelong learning in the arts for people of all ages, cultures, and abilities through vibrant, accessible, and affordable cultural arts programs.**
- 2. Celebrate the richness of our community's heritage as part of our contemporary identity.**
- 3. Advocate excellence in the creation, presentation and preservation of artistic achievement.**
- 4. Build our cultural arts program into an economic engine for the City.**
- 5. Increase awareness and understanding of the central role the arts play in expressing our community's identity and character.**

# **OBJECTIVES AND STRATEGIC ACTIONS**

## **OBJECTIVE 1**

**Continue to develop and implement as well as to strengthen the City's programs that support the visual arts and artists in our community.**

### **Strategic Actions**

- *Seek notable curators to design exhibits.*
- *Increase access to exhibits in Kentlands Mansion.*
- *Provide affordable opportunities for artist studio space.*
- *Conduct a study, and if determined feasible, adapt the Kentlands Firehouse as an annex to the Arts Barn.*
- *Present an annual award for the "Best Artwork of Our Community."*

## **OBJECTIVE 2**

**Continue to develop and implement performing arts programs at City arts facilities and public venues that support the performing arts and artists in our community.**

### **Strategic Actions:**

- *Build an arts center with at least 300 - 500 seats in Olde Towne (or other suitable area of the City).*
- *Increase opportunities for partnerships with area theaters, musicians, and entertainers at our arts facilities, e.g., the Arts Barn.*
- *Upgrade the City Hall Concert Pavilion to include restrooms, dressing rooms, acoustical baffles for sound control, and other amenities.*
- *Host “mini-festivals.”*

### **OBJECTIVE 3**

**Continue to develop and implement literary arts programs such as Book Clubs, Writer's Club and more that promote literary arts and artists.**

#### **Strategic Actions:**

- *Re-establish and promote the Ed Bohrer Writer's Award for Gaithersburg students.*
- *Increase the focus of our efforts to foster the literary needs and interests of our community's children.*
- *Establish a series in which professional writers are invited to lecture and give readings of their work.*

## **OBJECTIVE 4**

**Continue to develop the Art in Public Places program, a program that contributes significantly to our community's identity by providing distinctive landmarks and symbols.**

### **Strategic Actions:**

- *Establish one or more Arts Walks - sculpture gardens that feature permanent and temporary exhibits of public art.*
- *Incorporate public art into developing or redeveloping community projects, particularly within the planning stages of those projects.*
- *Establish a wide array of public art programs that garner community involvement such as mural projects and temporary installations of artist-painted fiberglass forms.*



## **OBJECTIVE 5**

**Continue to develop and strengthen our efforts to promote our City's cultural, commercial, and political history.**

### **Strategic Actions**

- *Use the Community Museum and its Trains and History Park for interpretive and interactive programs.*
- *Restore and develop the Rolling Stock to provide Museum visitors with a rich and rewarding experience.*
- *Use the Museum Consortium museums to portray the City's rich history and cultural diversity.*
- *Develop our Civil War Heritage as a historic point of interest/destination.*

## **OBJECTIVE 6**

**Encourage participation of local ethnic community groups in the City's arts programs.**

### **Strategic Actions**

- *Embrace the rich and varied arts from our multi-cultural community to celebrate our heritage.*
- *Develop an arts focused network with our diverse community.*
- *Coordinate an event featuring the arts of particular ethnic cultures.*
- *Use the Community Museum to feature exhibits from our diverse community's cultural heritage.*

## **OBJECTIVE 7**

**Develop and implement new and innovative arts education programs for people of all ages, backgrounds, and levels of experience and expertise in the arts.**

### **Strategic Actions**

- *Continue/expand the use of artists for classes and other learning opportunities after performances or exhibits.*
- *Continue/expand our arts workshops and classes.*
- *Increase the scope and awareness of our Young Artist Award Competition and Concert.*
- *Hold “Talent Nights” for talented community members to perform short sets of their work.*

## **OBJECTIVE 8**

**Continue to develop and implement outreach programs and opportunities in the cultural arts.**

### **Strategic Actions**

- *Develop and implement arts oriented trips.*
- *Develop and implement trips to museums, theaters, universities, etc. in Washington D.C. and beyond.*
- *Strengthen and expand the programs of the Museum Consortium member museums with particular emphasis on coordinating their programs with City special events.*

## **OBJECTIVE 9**

**Develop and strengthen our comprehensive public relations plan.**

### **Strategic Actions**

- *Revitalize Marketing Plan, including promotional plan, public surveys, focus groups, and public forums.*
- *Continue/expand arts programs for City Cable station.*
- *Increase public awareness of Art in Public Places.*
- *Increase awareness in the arts community of the City's arts programs.*

## **OBJECTIVE 10**

**Expand and promote funding/sponsorship opportunities to assist in securing the resources necessary to present and advance arts programs and facilities.**

### **Strategic Actions**

- *Develop a membership program for the arts.*
- *Actively promote sponsorship programs at the Arts Barn, Concert Pavilion, and other programs.*
- *Conduct sponsor appreciation events.*
- *With Gaithersburg Arts and Monuments Funding Corp., identify sponsors and promote their sponsorships.*

## **OBJECTIVE 11**

**Develop and implement initiatives to increase awareness of how the arts enhance learning in all subject areas, teach job skills, deter juvenile crime and strengthen family relationships.**

### **Strategic Actions**

- *Request CIP funding for the purchase and operations of an Arts Mobile to serve youth in underserved areas.*
- *Strengthen contacts within our schools to foster student interest and provide opportunities for student participation in the arts.*

## **OBJECTIVE 12**

**Increase awareness and encourage the participation of other organizations and businesses to effectively promote the arts in our community and to market our programs as a valued product of the City.**

### **Strategic Actions**

*Work with area employers/businesses to:*

- Include City arts program and facility information in new employee orientation packets;*
- Use tickets and discount coupons for arts events in employee incentive programs;*
- Make group rate tickets available to their employees;*
- Display City arts information at their businesses.*



### **OBJECTIVE 13**

**Encourage the City to include the Arts in all City planning and economic development initiatives.**

#### **Strategic Actions**

- *Advocate for the designation of Olde Towne as a Cultural Arts District.*
- *Build partnerships with area businesses that couple their activities with the arts (i.e., Dinner and a Show at the Arts Barn).*

# **REVIEW PROCESS**

**The GCAAC will conduct an annual review.**

- **Programs, facilities, and initiatives will be assessed to assure goals and objectives are being met.**
- **Goals, objectives, and strategic actions will be updated as necessary.**

## **ALTERNATIVE FUNDING**

**The GCAAC believes alternative funding sources to the City budget should be sought whenever possible to reduce the burden of funding these recommendations.**

## **TIME LINE**

**It is anticipated that implementation will occur over a ten-year period, but may take longer based on availability of funds and community support.**

## Selections from the “WISH LIST”

- A Sculpture Garden Walk with Nature Trails, Butterfly Garden, Cherry Trees, Azaleas, Children's Garden, etc.
- Better lighting to and from the Arts Barn Parking Areas
- House Tours of Private Art and Antique Collectors (Fund-raising Event)
- Art and Wine Festival
- Cirque de Soleil in Gaithersburg
- Gala Winter Arts Festival
- Public Art in City parks

## **ACKNOWLEDGEMENTS**

**The Gaithersburg Cultural Arts Advisory Committee gratefully acknowledges the many individuals, organizations, and committees who so generously contributed their time and efforts towards the development of this document.**

**The Committee would like to respectfully express their gratitude to the Mayor and the City Council Members for their consideration and support of this effort.**

# **SELECTED ARTS UPDATES**

# **ART IN PUBLIC PLACES**

## **First Public Art Installation in 2000**

**2000: 2 Installations**

**2004: 2 Installations**

**2001: 1 Installation**

**2005: 2 Installations**

**2002: 2 Installations**

**2006: 2 Installations**

**2003: 2 Installations**

**2007: 1 Installation**

**14 Public Art Installations Completed**

**13 Projects in Progress**

# ART IN PUBLIC PLACES

## Upcoming Project Highlights:

- **City Tree Project:** *Branching Out in Gaithersburg*  
(20 or more artist painted, 6' fiberglass tree sculptures placed throughout the City)
- **Mural Project** (Olde Towne)
- **Watkins Mill Town Center** (4 sites for public art)
- **Crown Farms** (multiple sites for public art)
- **Washingtonian South** (Pocket Park)
- **Bozzuto** (Olde Towne – Corner of Summit and Park Avenue)
- **Market Square** (Kentlands/Lakelands)



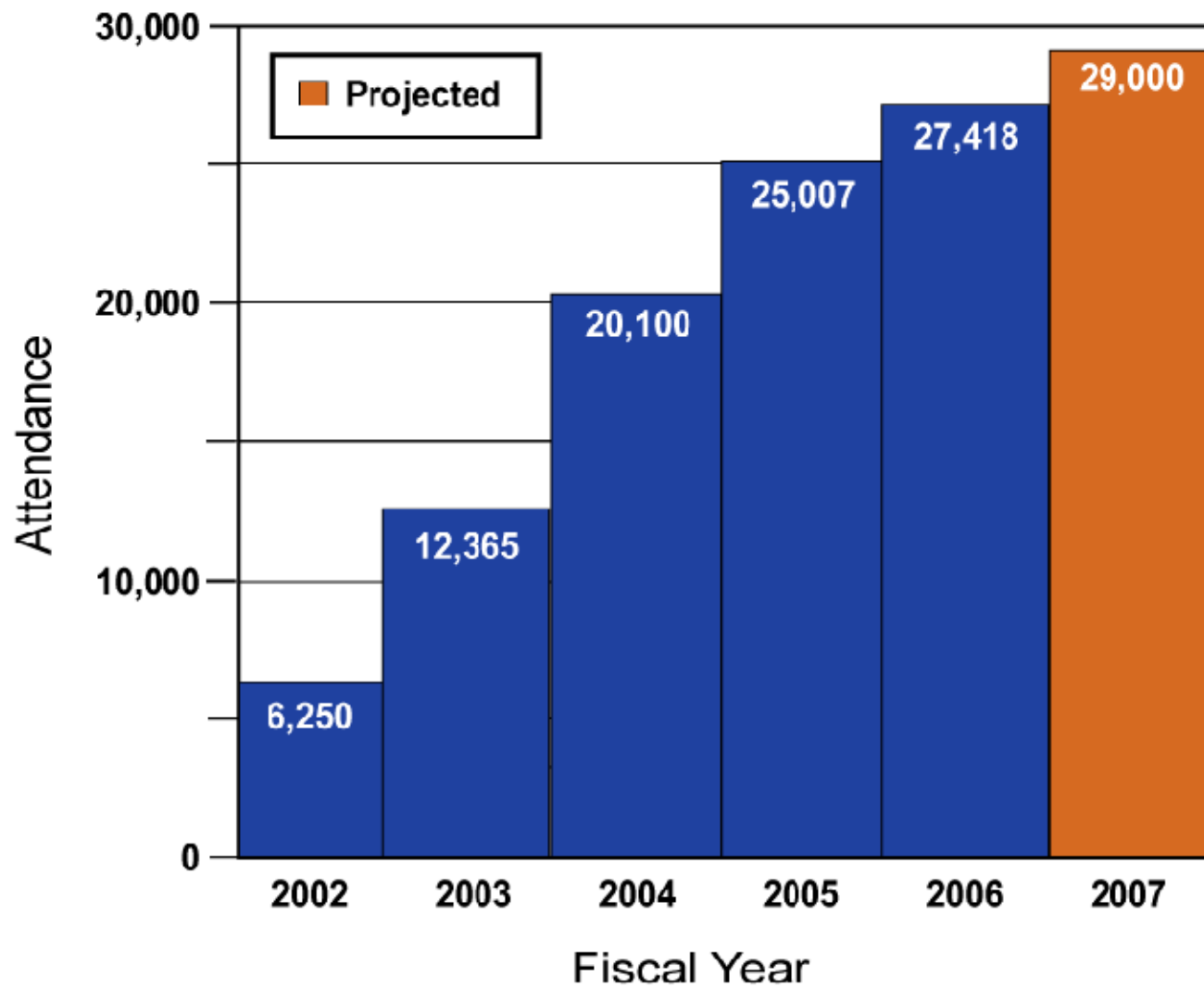
# **ART BARN**

## **Highlights:**

- **Held 363 successful performing arts programs in FY 2006.**
- **Provided a diverse array of over 160 visual and performing arts classes, workshops, and summer camps.**

**Through the extensive development of theatre and arts education partnerships, programs/ revenue have increased significantly, with minimal impact on expenditures.**

## Arts Barn Attendance







# Additional Upcoming Arts Highlights

## **ONSTAGE:**

**A summer of programs at the City Hall Concert Pavilion, Backyard Concerts and the Arts Barn – proposed redesigns.**

## **Community Museum:**

**Train Annex Project –Rolling Stock and site enhancements; expanded Museum space for programs and exhibits. (Presentation on the project before Mayor and City Council on December 18, 2006)**



# The Gaithersburg



Community Museum  
Community Museum